PERCEPTION OF PEOPLE TOWARDS ONLINE SHOPPING: A CASE STUDY OF DHANBAD DISTRICT

Synopsis

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Introduction-

No rival exists for money than time. In order to save their precious time, people prefer buying and selling online. Several industrial units have opted to use internet with aim to cut market costs, thereby reducing price of the products.It has been reported by internet users that online shopping is their primary use of internet.

Online shopping is purchasing and selling of products and services through internet. People indulge in purchasing everything starting from groceries to electronics, even buying airline and event tickets.

Internet is used by shoppers not only to buy the products and services but also to compare prices, features of product, the after sales services with what they would receive from brick-and-mortar stores. There is optimism about prospects of online business and the trend will consistently grow in near future. The start of internet era can be cited back to 1986, with the coming up of ERNET project , start up email , exchange program. Now, internet users have exceeded 100 million in India of which youngsters are majority. However, the study is conducted taking common people into consideration.

India is one of the emerging online population globally and expected to be in consistent trend in forthcoming years . Nowadays, almost every business is connected to global market through internet to know the dynamic behaviour of customers.

Once, there was a time when people spent too long hours shopping in stores , but as people have been bound by compact schedules , so they prefer electronic purchase of goods.

Online Shopping-

Online Shopping or e-shopping is a form of electronic commerce which allows customers to directly buy goods or services from sellers using internet through web browsers. Its different names include e-shop, e-store, web store, virtual store etc. Shopping has got a new definition with the arrival of internet. Whatever the seller or manufacturer has to offer for sale is just posted by him on the website sitting at any part of the world. The customers buy and get the goods through courier services.

The payment system has also been made easy. Various options like cash on delivery, payment on order or payment via other options like paytm, Google pay, PayPal, etc are provided. The most advantageous feature is 24×7 hour service availability. The Proposed work studies the views of people towards online shopping with special reference to Dhanbad district.

Literature Review-

- *Ahsanul Haque & Ali Khatibi (2007)*- By easy and speedy access, customers get information quickly. People prefer online shopping as it is a time saver and removes the barrier of physical appearance. One can shop sitting on sofa in pyjamas. Convenience and easy assessibility of websites make people tilt towards e-shopping.

- *Saprikis, Vaggelis et al. (2010)* – The attitudes of online shopping at Greek University were evaluated on the basis of demographic profile, preferences of online retailers, benefits and problems related to online buying. Differences about transactions were demonstrated by online shoppers. The two classes of consumers, one who was interested in online shopping and the other who was not interested, varied significantly. Shoppers who were interested had high expectations from the advertisers. The website design and advertisement play a crucial role during online purchase.

- *Delafrooz, Narges et al (2010)*-It is analysed that clients mentality towards web based shopping is influenced by four principle factors. Those are Utilitarian direction, value, comfort and more extensive choice stage. He composed that three additional components which affected the attitude of customers were perceived benefits of shopping online, promotion of shopping websites and personalities of customers. The situational factors and customer traits also affect internet shopping.

- *Syed et al (2008)* - Here he focused on four key elements which influenced client's observation. Those were web composition, site dependability, client assistance and security. Trust and reliability were most vital factors for customers.

- *Changchit (2016)* – Perception of online shoppers and various factors which were perceived differently by different groups were examined. The mentioned factors were past experience, perceived convenience and perceived uncertainty.

- *Adams et El (2004)* - Specific variables related to personal online shopping in the workplace have been presented. Boredom, speed link, convenience, working life balance effectiveness, etc were reasons for online shopping at work.

Statement of the Problem-

Online shopping gives some mesmerizing deals. It has added new flavours to e-commerce industry. However, there are lot of websites on internet which offer a variety of products. This research addresses the problem of why or why not people shop online. It also deals with the problem of how online shopping pattern has affected retail business and provides the way to help solve such problem.

Objectives of the paper-

1. To know the perception of people towards online shopping.
2. To get an insight into various factors that motivate people of Dhanbad to shop online.

Research Design and Methodology-

Decisions regarding what, when, where, how much, by what means concerning an enquiry or a research study constitute a research design. The study is comparative and explorative as well. It intends to investigate and inspect perception of customers on online shopping. The information of the study was gathered through a structured questionnaire.

The data has been collected through a survey of 100 respondents of Matkuria. Method of sampling is convenience sampling. It is a non probability sampling method which has been used because of ease of accessibility of the sample.

The reactions have been calculated via Likert scale having 5- points i.e, agree, strongly agree disagree, strongly disagree and indifferent.

Sources of Data Collection

Data are the base for research. Without data any research cannot be undertaken. The study is mainly based on primary data and supported by secondary data.

Primary data: It is collected by self-administrated questionnaire along with personal interviews and discussions with the customers.

Secondary data: The other techniques opted for data collection will be- Research studies, books, journals, magazines, articles, web links etc.

Hypothesis-

(1) There is a significant association between perceived advantages and online shopping attitudes.
(2) The relationship between convenience and attitude is crucial.

Data Interpretation and Analysis -

The table beneath talks about the segment data of respondents:-

Table 1: The Respondent's personal information

Occupation	Service person	Business person	Students

Frequency	17	08	75	
Age group	15-25	25-35	35-45	45-60
Frequency	35	40	15	10
Gender	Female		Male	
Frequency	67		33	

In the flow assessment, 100 respondents were investigated. Out of 100 respondents, 33 were males and 67 were females. Everything considered 15-25 age respondents were 35 in number and bigger piece of respondents are of 25-35 age gathering. In the current examination there were 75 understudies, 17 service person and 8 business people.

Table 2: Inclinations of buying through Different Modes

Modes	Frequency	Cumulative Frequency
Really don't care	20	20
High Street retailers	40	60
Internet	40	100

It illustrates, as from the table above, that 40% of the individuals want to buy through online mode and 40% of the individuals need to shop through High Street retailers and 20% don't care much about the method of shopping.

Table 3: Visit the Website for Online Shopping

	Frequency	Cumulative Frequency
No	22	22
Yes	78	100

As from table above, it is clear that 78 percent of the 100 respondents visited every shopping website.

Table 4: Online Shopping Difficulty

	Frequency	Cumulative Frequency
Very difficult	04	4
Difficult	40	44
Very easy	04	48
Easy and simple	52	100

As from table above obviously 40% of the respondents have recognition that internet shopping is difficult. Just 4% of the respondents state that web based shopping is exceptionally simple, 52% of them accept internet shopping as simple and basic.

Table 5: Sum of cash that individuals can invest by shopping online

	Frequency	Cumulative Frequency
Below ₹500	10	10
₹500-1500	40	50
₹1500-2500	30	80
₹2500 & above	20	100

This table assists with analyzing the greatest measure of cash that individuals like to spend on a solitary online buy. Lion's share of individuals want to burn through ₹500-1500 on a solitary online buy followed by ₹1500-2500 and 20% of individuals might want to burn through 2500 or more on online buy.

Coming up next are the rundown of elements affecting web based shopping conduct considered in the current examination.

Table 6 : Factors impacting the decision to buy online

Sl. No.	Factors impacting the decision to buy online
1	Convenience
2	Anytime buying Accessibility
3	Endorsement and publicity
4	Business credibility
5	Ease of Quality Comparison
6	Description of products
7	After sales services
8	Delivery Time

Table 7: Convenience awareness of individuals

	Frequency	Cumulative Frequency
Agree	45	45
Strongly Agree	30	75
Disagree	05	80
Indifferent	20	100

As from table above, it is explored that convenience is basic variable as electronic shopping is fearful. 45% of the individuals agree for convenience as an indispensable variable where as 5% vary to this care.

Table 8: Attitude of individual about Accessibility of Online buying

	Frequency	Cumulative Frequency
Agree	43	43
Strongly Agree	32	75
Disagree	05	80
Indifferent	20	100

As from table above it determines that anytime buying accessibility is apprehensive, 43% of the individuals agree that anytime buying accessibility is important and 5% disagree to this.

Table 9: Perception of individuals about the role of Endorsement and publicity

	Frequency	Cumulative Frequency
Agree	41	41
Strongly agree	25	66
Disagree	10	76
Strongly disagree	01	77
Indifferent	23	100

As from table above, it has been observed that endorsement and publicity are essential to attract buyers. Only 10% of the individuals have disagreed for the endorsement and publicity.

Table 10: Perception of individuals towards business credibility

	Frequency	Cumulative Frequency
Agree	52	52
Strongly agree	20	72
Disagree	07	79
Strongly disagree	01	80
Indifferent	20	100

As from table above, we can say that 52% agree that business credibility is a significant factor for people shopping online. Only 7% disagree to this point.

Table 11: Perception of individuals about Quality Comparison

	Frequency	Cumulative Frequency
Agree	41	41
Strongly agree	19	60

Disagree	12	72
Strongly disagree	03	75
Indifferent	25	100

As from table above, it is assessed that 41% of the people concur on the reality of correlation of value during web based purchasing. Only 12% of the people can't help contradicting this.

Table 12: Individual's view of the delivery time of products

	Frequency	**Cumulative Frequency**
Agree	49	49
Strongly agree	26	75
Disagree	11	86
Strongly disagree	02	88
Indifferent	12	100

It illustrates, as from the table above, which 49% of the individuals consider delivery time of product as important point but 11% show disagreement towards the significance of delivery time.

Table 13: People's opinion of a product summary

	Frequency	**Cumulative Frequency**
Agree	50	50
Strongly agree	22	72
Disagree	12	84
Strongly disagree	01	85
Indifferent	15	100

As from table above, it explains that 50 percent of individuals agree on the value of an online product description, while 15 percent are indifferent and 12 percent disagree with each other.

Table 14: Perception of individuals about After Sales Service

	Frequency	**Cumulative Frequency**
Agree	40	40
Strongly agree	18	58
Disagree	08	66
Strongly disagree	03	69
Indifferent	31	100

The table above, it shows that the perception of individuals about after sales service. About 40% of the respondents agree that there is no provision of after sales service in case of online shopping whereas 8% disagree to this.

Findings-

It is made clear from the above interpretation that majority of respondents shop online. People are now more habituated to internet and hence they are more prone to shop online. Now, it is beneficial and essential for corporate sector looking for promoting their brand to engage in online business. They can substantially promote their product and develop a brand for them. However, internet literacy has a notable impact on online purchase. Some people still keep themselves away from online shopping because of their inability to touch the products.

According to the given data only 17 % of the population do not care to visit websites. Other factors which greatly affect the purchase-sale decision should be taken consideration into.

Significance of the Proposed work--

Since every field has been automated and computerized because of IT. E-Commerce also provides vital ways to do business. Consumers' attitude and behavioral pattern is attracting more heedulness of customers in research. There is also a need to adopt new technology to do business. Moreover, in such businesses, there is a need to know about the potential customers and their perspective towards online shopping. In an ongoing and developing trend of IT in India online shopping is a tool of forming a business in changing scenario.

Limitations and Future work-

There are certain drawbacks of almost any study and so like in our research. The sample size is relatively small i.e. 100 respondents. A larger sample size is more desirable to accurately study consumer perceptions. Selection of true random sample also becomes a problem. Moreover, the level of knowledge of respondents, their opinions may not be fair. Due to biasness, exists random and non random sampling errors. Some other factors which may affect online purchasing decisions are not taken into account.

As online shopping depends upon world wide web , that has a global reach , so multi-stage cultural research needs to be undertaken to understand the attitude of online shoppers . Empirical research can also be carried out to deduce the similarities and differences of perceptions of online Shoppers.

Tentative Chapterisation-

- Ch.1 Introduction
  - Introduction and scope of research study
  - Statement of problem and objectives of the study
  - Research Methodology
- Ch.2 Review of Literature and Hypothesis
- Ch.3 Demographic profile of respondents of Dhanbad District
- Ch.4 Factors affecting online shopping decision
- Ch.5 Analysis, Interpretation and Findings
- Ch.6 Recommendation, Suggestions and Conclusion

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